

REMARKS

Applicants have added claims 74-115 in this amendment. Support for these claims may be found at, *inter alia*, page 7, line 23 through page 10, line 8 and Figures 1-4. Applicant respectfully submits that no new matter has been added by these amendments.

Attached hereto is a marked-up version of the changes made to the specification and claims by the current amendment. The attached page is captioned "**Version with markings to show changes made.**"

Respectfully submitted,



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VERSION WITH MARKINGS TO SHOW CHANGES MADE

In the Specification:

Paragraph beginning at page 2, line 2 has been amended as follows:

One method of advertising that has proven to be successful is advertising with [Although electroluminescent lamps have many applications, one application is in advertising and specifically in] what has been termed “floor decals.” Floor decals are those which stick to or lay on the floor [and light up]. [Typically, a floor decal includes a printed graphic with pictures and/or text.] Advertisers deem these floor decals beneficial because floor decals can be located on the floor of a grocery store proximal to the area in which a product is shelved. These floor decals also increase the space that can be utilized in stores and public places for the location of advertisements. Although the systems and methods of this invention can be used with floor decals, they are not limited in use to such an application except where so limited by the claims.

Paragraph beginning at page 2, line 12 has been amended as follows:

Although the use of electroluminescent displays [including] and floor decals, [has] have been met with widespread acceptance, there is a need for systems and methods of conveying information which interface with humans. For example, there is a need for systems and methods of conveying information with electroluminescent displays which change their displayed message when the presence of a person is detected. The inventions described herein include, but are not limited to, methods and systems for conveying information which interface with humans.

There is also a need for electroluminescent displays that can advertise on the floor. The inventions set forth herein include electroluminescent displays for advertising on the floor and electroluminescent displays which have a changing message based upon the how close a human is to the display and whether a human has interfaced with the display.

Paragraph beginning on page 18, line 12 has been amended as follows:

After executing the fifth set of instructions, the controller determines if the interface signal is present at step 212. If the interface signal is not present, the controller determines whether a motion signal is present at step 214. If there is a motion signal present, the controller reads the fifth set of instructions again at step 208 and creates the second sound 210. In other words, the controller 16 remains in the audience mode. Conversely, if there is not a motion signal present at step 214, steps 204 and 206 are repeated and the controller 16 returns to the [audience] attract mode at steps [208, 210] 204, 206.

Claims 74 through 115 have been added.